

## ABSTRACT OF THE DISCLOSURE

In a recommended item presentation server, client identifier associated client preference estimating factor information of a plurality of clients is obtained, and when a recommended item presentation request and a client preference estimating factor information of one client is received from an item provider server for providing items to a plurality of clients through a network, where the client preference estimating factor information indicates a preference of the one client, without identifying the one client, a recommended item list is produced according to the client identifier associated client preference estimating factor information and the client preference estimating factor information and transmitted to the item provider server.

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